



Experience the power of print with
Canada's #1 national newspaper
Newspaper National Media Kit 2023



Your Globe Advantage

Readership

Canada's #1 national news brand

THE GLOBE AND MAIL*

2.8 million

TORONTO STAR

NATIONAL POST

2.1 million

2 million

National Edition

643,000

Average Mon-Fri readers

1,713,000

Average Saturday readers

18-34

43%

35+

53%

25 - 54

55%

55+

25%

35 - 64

38%

Source: Vividata SCC Fall 2022, Total Weekly Readers, Newspaper National Edition. Age demos are % composition of weekly print readers

Circulation

65,749

Average M-F copies

117,955

Average Sat copies

Subscribers

Home delivery: 95%

Office delivery: 5%

Canada's #1 newspaper is your connection to Canadians with the professional influence and decision-making power, the personal income and net worth to make the difference in your marketing.

Connect with more of these valuable audiences in The Globe, than in The Star or National Post, every week.



2x more likely to be
Senior Managers or Owners



\$45.3 Billion
of business purchase influence



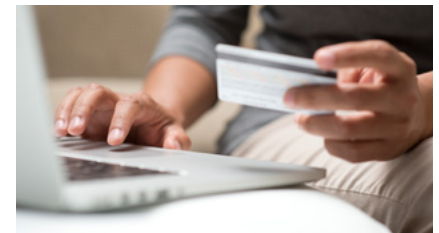
32% more likely to be small business
owners, or entrepreneurs



46% more likely to have
a personal income of \$100K+
67% a personal income of \$150K+



24% more likely to have 3+ credit cards



24% more likely to have 3+ credit cards
\$3.2 Billion
in monthly credit card purchases



\$61.5 Billion
spent on current vehicles
45% more likely to own/lease
a Premium vehicle



25% more likely to be active investors
(10+ online trades per month)



After seeing an ad for
a product, brand or service.
93% more likely to search for it
2.3x more likely to purchase it
3.4x more likely to recommend it

The Weekday Experience

Across Canada, every edition of our newspaper delivers our trusted, authoritative news, business and lifestyle coverage, ensuring our readers start their day primed with the essential news, perspective and insight they need to navigate the week ahead.

News

Each day we deliver an engaging flow of international, national and regional news stories and features – with dedicated Toronto and B.C. pages – in our most-read section.



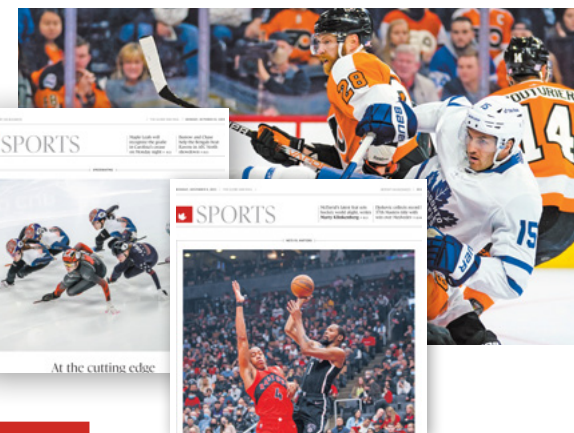
Life & Arts

Our vibrant lifestyle coverage lives in the news section and features themed content, every day.

- Monday:** Health and Wellness
- Tuesday:** Parenting and Relationships
- Wednesday:** Travel
- Thursday:** Arts and Events
- Film Friday:** Film Reviews

Report on Business

Canada's trusted source for insightful analysis, perspective and the inside edge on; domestic and international markets; established and emerging new industries; innovative new technologies, investing strategies and wealth management advice.



Sports

On weekdays, Sports coverage is integrated in our business section, ensuring we are your premier choice to reach Canada's influencers – at work and at play.

THE GLOBE AND MAIL

ONTARIO EDITION • TUESDAY, SEPTEMBER 7, 2021 • GLOBEANDMAIL.COM

Nursing schools forced to turn away applicants as demand soars

BY ADRIAN WARD

Nursing schools across the country are seeing a surge in applications, but many students are being turned away because post-secondary institutions don't have the funding for the extra seats.

The COVID-19 pandemic has exhausted nurses and many are getting out of the field. Experts at nursing schools and hospitals say the country faces a urgent shortage just as some of those wanting to get into the profession are being shut out.

They say the solution should include more provincial funding to increase the number of university seats for students, and new approaches to training on the job, better working conditions and possibly expedited schooling.

The Globe and Mail contacted more than a dozen postsecondary institutions about applications to their nursing programs. Some reported a dramatic surge. The University of Manitoba this year had an increase of 40 per cent in applications to its undergraduate nursing programs, while the increase was more than 100 per cent for Queen's and more than 30 per cent at the University of British Columbia.

BY NURSING, AA

How an Ontario hotel chain got dragged into a Hong Kong security case

JAMES CUFFE

ASIA CORRESPONDENT

Near the centre of Niagara-on-the-Lake, Ont., sits the 100-year-old Prince of Wales Hotel. Built of red brick, with a carefully restored exterior and maintained flower beds, the building is serene and swanky, providing a place to take photos, making sure to include the horse and carriage portico outside.

With rooms costing about a night, the Prince is one of three high-end hotels in the picturesque town operated by Lake Huron Properties Ltd. But while buildings may exude a historic vibe, their current owner can be traced not to some old Canada family, but a Hong Kong tycoon best known for publishing a racy, scandalous tabloid, Sunny Laid.

It was that ownership which led the hotel chain cited in a recent court case in Hong Kong, its parent company named as a party in an alleged collusion between the defendants and foreign forces to "endanger national security" in the Chinese city.

The accusations concern a controversial campaign, "Fight for Freedom, Stand With Hong Kong", set up in the summer of 2020 to pay for advertisements in major newspapers around the world seeking support from the international community for the city's pro-democracy movement.



B.C.'S WILDFIRE WARRIORS

Jenna Morrison is a wildland firefighter from Vernon, B.C., where more than 400 firefighters from as far away as Australia were housed this summer as they battled the Rock Lake wildfire. Read their stories » A2

ROCK COLLINGS/THE GLOBE AND MAIL

Immigration and Refugee Board seeks to permanently block Chelsea Manning from entering Canada

COUNTFREEZE

A decade after Chelsea Manning revealed United States state secrets about the war in Afghanistan and Iraq, officials in Ottawa are seeking to permanently block her from entering Canada.

A tribunal hearing to determine Mr. Manning's admissibility – meaning, her legal ability to enter Canada – is scheduled to take place on Oct. 5.

In 2010, an American judge ordered the former U.S. Army private to spend 30 years in jail after finding her guilty of providing

turned away at the Canadian border for similar reasons each year.

But lawyers acting in Montreal for Mr. Manning describe her case as anything but routine. They argue to pre-hearing admissions that the government's bid to block one of the most well-known whistleblowers in modern history "would offend Canada's constitutional and press freedoms."

Legal questions surrounding Mr. Manning's ability to cross the Canadian border have been unresolved since 2010. That year, Canada Border Services Agency (CBSA) guards turned her away at a crossing.

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the WikiLeaks organization with hundreds of thousands of sensitive U.S. military and diplomatic documents. That revelation was later corroborated by U.S. president Barack Obama.

Now, Canada's Immigration and Refugee Board (IRB), an administrative tribunal that makes decisions about who can enter Canada, is about to revisit the case. IRB officials are preparing to argue that Mr. Manning's past crimes render her too dangerous to be allowed entry into the country. The government's position is that she should be blocked on grounds of serious criminality. Thousands of people are

turned away at the Canadian border for similar reasons each year.

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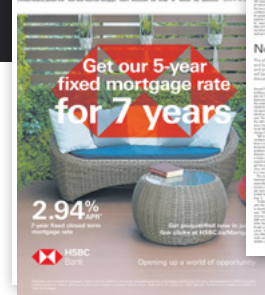
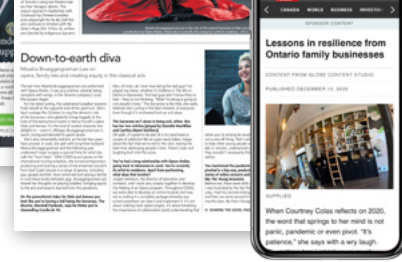
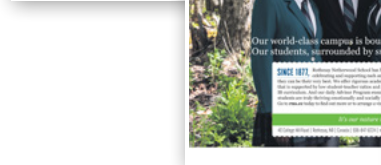
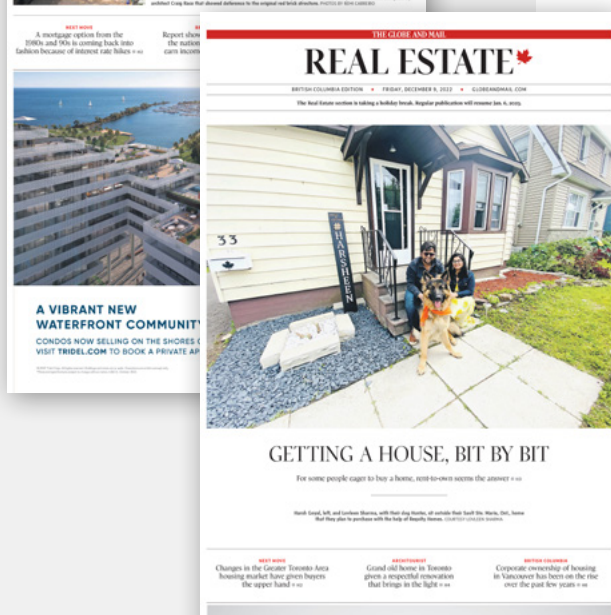
Real Estate

On Fridays, our Real Estate section explores national and local stories and trends, with coverage of home decor, design and architecture, and providing practical financial advice for all types of home buyers.

Integrated Content Features and Special Reports

Throughout the year we publish a wide range of advertorial Integrated Content Features and editorial Special Reports in print and online.

With a pre-planned schedule, you can easily and effectively align your brand with your audience's information needs and interests.



Delivered in Life & Arts, Report on Business, and as standalone sections, they're powerful, turnkey platforms for B2B and B2C brands to align with, or be integrated into Canada's most engaging content.

EXPLORE OPPORTUNITIES

Weekday Advertising Information

NEWS	Monday - Friday	All Editions	Camera-Ready Booking/Material 2 business days prior @ 4:30 pm Pubset Booking/Material 3 business days prior @ 4:30 pm
LIFE & ARTS	Monday Health & Wellness Tuesday Parenting & Relationships Wednesday Travel Thursday Arts & Events	Metro National NTLxto	
FRIDAY FILM	Friday	Metro National NTLxto	
BUSINESS	Monday – Friday	National	Camera-Ready Booking/Material 2 business days prior @ 4:30pm Pubset Booking/Material 3 business days prior @ 4:30pm
SPORTS	Monday - Friday	Metro National NTLxto	
CAREERS	Mon, Wed, Fri	National	Camera-Ready Booking/Material 2 business days prior @ 2:00pm Pubset Booking/Material 3 business days prior @ 2:00pm
REAL ESTATE	Friday	Metro NTLxto NTLxms	Pubset Booking/Material Monday @ 12 noon Camera-Ready Booking Monday @ 4:00pm Camera-Ready Material Tuesday @ 12 noon

Please note: all deadlines are eastern standard time | doubletruck – add 2 business days to existing camera-ready deadlines

Editions

NATIONAL All Canadian, US and overseas distribution

METRO All of Ontario, excl. Ottawa and Ottawa Valley area

CENTRAL Ontario and Quebec

OTT/QUE Ottawa area and Quebec

WEST Manitoba, Saskatchewan, Alberta and British Columbia

NTLxto National excluding Metro edition

NTLxms National excluding Manitoba and Saskatchewan

Advertising Information

Page dimensions: 10 Columns, 8.97" wide x 20" deep
 - 280 Agate lines (2,800 lines per 10 column page)

Creative advertising formats:

GlobeLink.ca/newspaper-standard-ad-units

Production specifications and advertising FTP:

GlobeLink.ca/newspaper-advertising-specifications



Your Globe Weekend

Reflecting the focused time our audience dedicates to reading over the weekend, our newspaper expands to four engaging sections: News, Report on Business, Opinion and Arts & Pursuits.

Canada halts flights to Caribbean, Mexico

THE GLOBE AND MAIL

OTTAWA/QUEBEC EDITION
SATURDAY, JANUARY 30, 2021 | GLOBEANDMAIL.COM

RETHINK THAT DRINK

Why moderate alcohol consumption may still be too much

BY A14.15

CHRISTIE YOUNG/THE GLOBE AND MAIL

BULL OR BUBBLE?

The real reason markets are in a frenzy – and what investors can do about it

PHOTO ILLUSTRATION THE GLOBE AND MAIL/STOCK

ARTS & PURSUITS
SELF-CLEANING AND MORE SPACE: THE FUTURE OF CAR DESIGN

A STAR'S RETURN
Andreescu on her

Report on Business

Eric Reguly: No quick fix for Europe's self-manufactured energy crisis

Rogers chairman failed to oust CEO amid power struggle

A question of balance

The bank of Canada's mandate is up for review. Should it only target inflation? Or consider other variables too, such as unemployment?

Mark Rendall reports

INFLATION RATE

INTEREST RATE

September jobs surge

Global deal reached on 15 per cent minimum corporate tax rate

SPORTS

The Leafs and Oilers have shown they can't break through...

Canoe Price Index will track and signal around national holiday...

Andrea Burdette White has taken a lead in the 10,000...

Report on Business

Canada's leading investigative business journalism explores the market-moving stories at home and around the globe, emerging trends and new technologies, and provides essential investing coverage and personal finance advice.

Sports

On weekends, Sports coverage is integrated in our business section, as Canada's choice for the stories behind the teams, the games, the personalities and events that matter.

Sports*

A TIME OF YEAR FOR DREAMING

Head of the NHL negotiates with players' union...

Long wait for the 2022 Winter Olympics...

Long wait for the 2022 Winter Olympics...

Opinion

Our platform for deep analysis, insights and ideas is highly popular – both in print and online.

It's home for our authoritative columnists and the strongest opinions – in-depth editorials and reader letters – on the big issues for Canadians coast-to-coast.

Opinion*

AN INCONVENIENT TRUTH

Climate research is caught in the midst of an existential battle, writes Viviane Fairbank, about what science is, how it should be conducted, and what kind of results it produces

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THE GLOBE AND MAIL

The Pursuits of Happiness

Our readers have a wealth of interests and passions – and they want to feed these pursuits and to find new ones.

Each weekend, we present them with a vibrant mix of Style, Fashion and Beauty, Home Decor, Travel, and Food and Wine, along with in-depth Arts, Books and entertainment coverage.



Arts & Books

Connect with Canada's most influential consumers as they turn to the Arts & Books section every Saturday for engaging arts, entertainment and culture coverage, from annual events like film and music, museum and gallery openings, festivals and live events, exhibits, theatre and dance reviews, must-see-TV and of course, to discover the newest book releases, and more.



Pursuits

Presented in a stunning, magazine-inspired reading experience, Pursuits is the perfect platform to reach your ideal consumers, trend-setters, style influencers and taste-makers.

Our readers have a wealth of interests, passions and obsessions – and they want to feed these interests and to be inspired by new ones. Every Saturday, Pursuits presents a vibrant mix of Style, Fashion and



Weekend Advertising Information

NEWS	All Editions	Camera-Ready Booking/Material 2 business days prior @ 4:30pm Pubset Booking/Material 3 business days prior @ 4:30pm
BUSINESS	National	Camera-Ready Booking/Material 2 business days prior @ 4:30pm Pubset Booking/Material 3 business days prior @ 4:30pm
SPORTS	Metro National NTLxto	
CAREERS	National	Camera-Ready Booking/Material 2 business days prior @ 2:00pm Pubset Booking/Material 3 business days prior @ 2:00pm
PURSUIITS	National	Pubset Booking/Material Friday 1 week prior @ 3:00pm Camera-Ready Booking Monday @ 3:00pm Camera-Ready Material Wednesday @ 4:00pm
OPINION	National	
ARTS & BOOKS	Metro National NTLxto	Pubset Booking/Material Friday 1 week prior @ 4:00pm Camera-Ready Booking Monday @ 4:00pm Camera-Ready Material Wednesday @ 4:00pm

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Premium Paper Positions – Saturday only

News/ROB - 8 pages of premium paper available
(Pages 1, 2, before DPS, DPS, after DPS, IBC & OBC)

Opinion and Arts & Pursuits – 4 premium pages
(pages 1, 2, IBC & OBC).



Editions

NATIONAL All Canadian, US and overseas distribution

METRO All of Ontario, excl. Ottawa and Ottawa Valley area

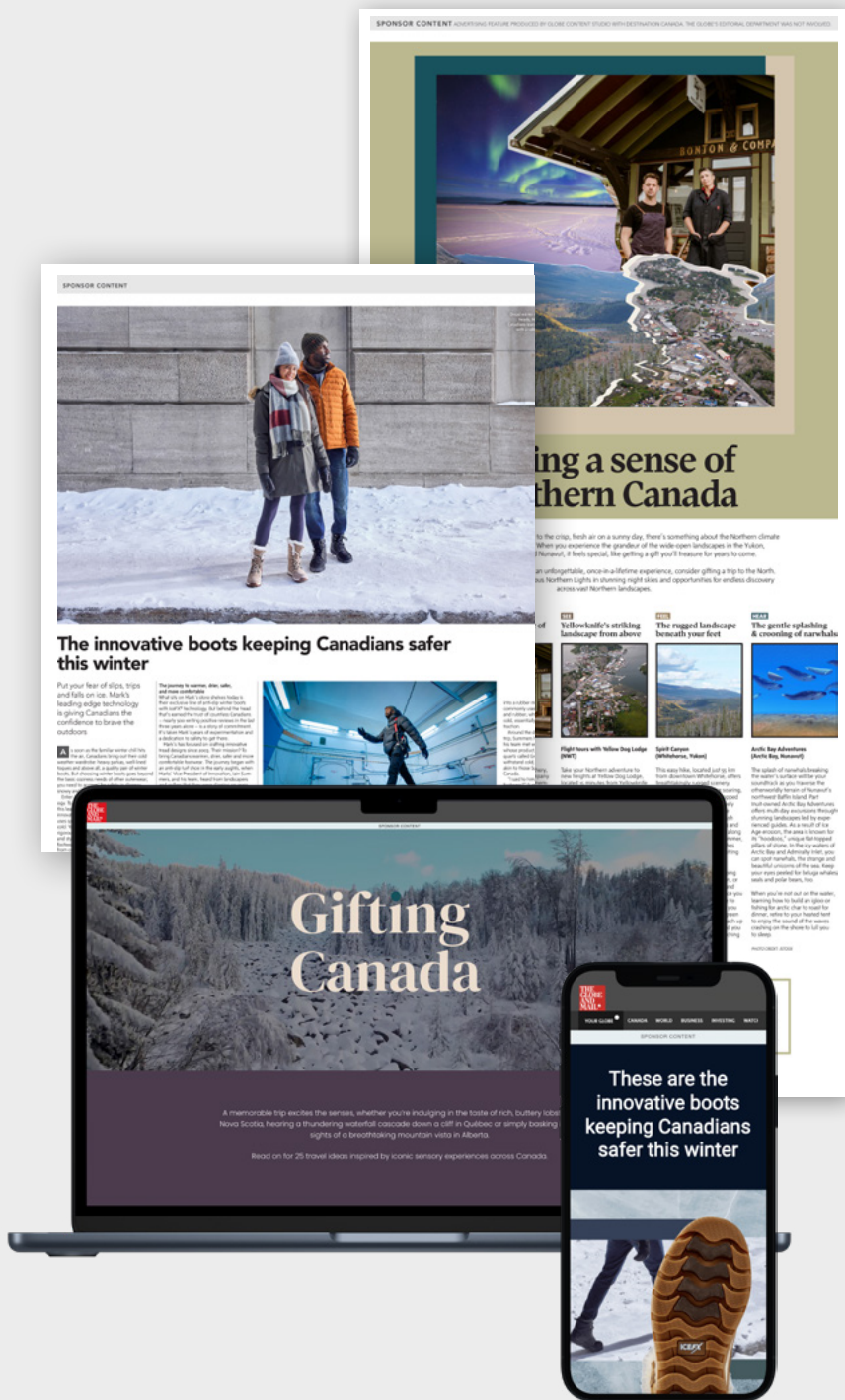
CENTRAL Ontario and Quebec

OTT/QUE Ottawa area and Quebec

WEST Manitoba, Saskatchewan, Alberta and British Columbia

NTLxto National excluding Metro edition

NTLxms National excluding Manitoba and Saskatchewan



Elevate your brand through world-class storytelling

Strengthen the relationship with your target audiences, building connection, trust and business results by putting our world-class journalism and storytelling to work for your brand.

Our strategists, editors, data analysts and designers deliver engaging and creative content marketing experiences across The Globe in our newspaper and magazines, in digital and social, video, podcasts, events and beyond.

Discover how partnering with Globe Content Studio will elevate your brand's marketing.

Learn about
Globe Content Studio

GLOBECONTENT.STUDIO

Stand out in outstanding creative

Our pages are a powerful creative canvas for brands and we provide a wide range of formats to deliver high impact brand messaging to our readers.

Take advantage of our full-service Creative Studio to produce highly-effective advertising that captures attention and delivers compelling messaging to achieve the marketing results you need.

Get inspired in our creative gallery

GLOBELINK.CA/NEWSPAPER-GALLERY

Creative formats and specifications

GLOBELINK.CA/NEWSPAPER-AD-SPECS



< Vertical Banner

Mon - Fri, Page 2 in News

60/40



< Bookends

Floating > Banner



Take the next step

For more information – including rates – and to create powerful marketing campaigns, please contact your Globe Media Group Team.

WESTERN CANADA

BC, NWT, Nunavut

TEL 604.679.6370

Alberta, Saskatchewan

TEL 403.774.8024

advertisingwesternca@globeandmail.com

TORONTO ONTARIO & MANITOBA

TEL 416.585.5111

TOLL FREE 1.800.387.9012

advertising@globeandmail.com

EASTERN CANADA

Ottawa Region, Quebec, Atlantic Canada

TEL 514.982.3050

TOLL FREE 1.800.363.7526

advertising@globeandmail.com

UNITED STATES, WORLDWIDE

TEL 1.800.383.7677

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